Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Previously Presented) A self-service sales management system, comprising:

a skill authentication server; a shop terminal; a customer terminal and a card company server, which are interconnected via a communication network; wherein ·

said skill authentication server comprises a skill authentication test creator for creating skill authentication test questions on the basis of a screen input information, calculating a skill authentication result on the basis of a customer test answer information for the skill authentication test questions, and transmitting the customer test answer information and the skill authentication result to said shop terminal and said card company server;

said customer terminal comprises a communicator for transmitting the customer test answer information for the skill authentication test questions to said skill authentication server;

said card company server comprises an ID card creator for creating an ID card for storing the customer test answer information and the skill authentication result; and

said shop terminal comprises a transmitter for transmitting the screen input information to said skill authentication server and a guidance unit for making a guidance on the basis of the customer test answer information and the skill authentication result that are stored in said ID card.

2.   (Previously Presented) The self-service sales management system according to claim 1, wherein said skill authentication server comprises said skill authentication test creator for transmitting a home page of a test question creation information input screen regarding a self-service read from a storage unit, storing the screen input information input into the home page of the test question creation information input screen regarding the self-service in said storage unit, and creating a home page including the skill authentication test questions on the basis of the screen input information.

3.   (Previously Presented) The self-service sales management system according to claim 1, wherein said skill authentication server comprises a skill authenticator for transmitting a home page for inputting a personal information of customer, which is read from the storage unit, storing a customer personal information input into the home page for inputting the personal information of customer in said storage unit, transmitting the home page including the skill authentication test questions, which is read from said storage unit, storing the customer test answer information that is input into the home page including the skill authentication test questions in said storage unit, deciding a skill of the customer on the basis of the customer test answer information, and storing the skill authentication result in said storage unit.

4.   (Previously Presented) The self-service sales management system according to claim 1, wherein said skill authentication server comprises an ID card data issuer for transmitting the customer personal information, the test answer information and the skill authentication result that are read from said storage unit.

5.   (Previously Presented) The self-service sales management system according to claim 1, wherein said skill authentication server comprises said skill authentication test creator for transmitting a home page of a test question creation information input screen regarding a self-service read from a storage unit, storing the screen input information that is input into the home page of the test question creation information input screen regarding the self-service in said storage unit, and creating a home page including the skill authentication test questions on the basis of the screen input information, a skill authenticator for transmitting a home page for inputting a personal information of customer that is read from said storage unit, storing a customer personal information that is input into the home page for inputting the personal information of customer in said storage unit, transmitting the home page including the skill authentication test questions that is read from said storage unit, storing the customer test answer information input into the home page including the skill authentication test questions in said storage unit, deciding skill of the customer on the basis of the customer test answer information, and storing the skill authentication result in said

storage unit, and an ID card data issuer for transmitting the customer personal information, the customer test answer information and the skill authentication result that are read from said storage unit.

6. (Original) The self-service sales management system according to claim 1, wherein said shop terminal comprises a browser for gaining access to a home page for test question creation regarding a self-service, displaying a home page of a test question creation information input screen that is received from said skill authentication server, and transmitting the screen input information input by a operator to said skill authentication server, and a shop terminal storage unit for storing a customer personal information, the customer test answer information and the skill authentication result that are received from said skill authentication server.

7. (Original) The self-service sales management system according to claim 1, wherein said customer terminal gains access to a home page for the skill authentication test questions, displays a home page for inputting a personal information of customer that is received from said skill authentication server, transmits the personal information of customer input into the home page for inputting the personal information of customer by the customer to said skill authentication server, displays a skill authentication test question screen that is received from said skill authentication server, and transmits the customer test answer information input into the skill authentication test question screen by the customer to said skill authentication server.

8. (Original) The self-service sales management system according to claim 5, wherein said customer terminal displays a home page for inputting the personal information of customer that is received from said skill authentication server, transmits the customer personal information input into the home page for inputting the personal information of customer by the customer to said skill authentication server, displays the home page including the skill authentication test questions that is received from said skill authentication server,

and transmits the customer test answer information input into the home page including the skill authentication test questions by the customer to said skill authentication server.

9. (Previously Presented) The self-service sales management system according to claim 6, wherein said shop terminal comprises ID card processor for reading the customer personal information, the test answer information and the skill authentication result that are stored in an ID card, and rewriting the customer personal information, the test answer information and the skill authentication result with the customer personal information, the test answer information and the skill authentication result that are stored in the storage unit of said shop terminal upon a rewrite instruction, a collator for comparing the customer personal information, the test answer information and the skill authentication result from said ID card processor with the customer personal information, the test answer information and the skill authentication result that are stored in the storage unit of said shop terminal, and outputting the rewrite instruction to said ID card processor, if they are unmatched, and a guidance unit for making a guidance on the basis of the customer personal information, the test answer information and the skill authentication result that are stored in the storage unit of said shop terminal.

10. (Previously Presented) The self-service sales management system according to claim 8, wherein said shop terminal comprises an ID card processor for reading the customer personal information, the test answer information and the skill authentication result that are stored in an ID card, and rewriting the customer personal information, the test answer information and the skill authentication result with the customer personal information, the test answer information and the skill authentication result that are stored in the storage unit of said shop terminal upon a rewrite instruction, a collator for comparing the customer personal information, the test answer information and the skill authentication result from said ID card processor with the customer personal information, the test answer information and the skill authentication result that are stored in the storage unit of said shop terminal, and outputting the rewrite instruction to said ID card processor, if they are unmatched, and a guidance unit for making a guidance on the basis of the customer personal information, the test answer

information and the skill authentication result that are stored in the storage unit of said shop terminal.

11.   (Currently Amended) A self-service sales management method, comprising:

creating [[a]] skill authentication test questions on the basis of a screen input information;

providing the skill authentication test questions to a customer;

receiving a customer test answer information from the customer;

calculating a skill authentication result on the basis of the customer test answer information for the skill authentication test questions;

transmitting the customer test answer information and the skill authentication result;

creating an ID card for storing the customer test answer information and the skill authentication result; and

making a guidance on the basis of the customer test answer information and the skill authentication result.

12.   (Previously Presented) A self-service sales management method, comprising:

transmitting a home page of a test question creation information input screen regarding a self-service read from a storage unit;

storing a screen input information input into the home page of the test question creation information input screen regarding the self-service in said storage unit;

creating a home page including skill authentication test questions on the basis of the screen input information;

transmitting a home page for inputting a personal information of customer, which is read from said storage unit;

storing a customer personal information input into the home page for inputting the personal information of customer in said storage unit;

transmitting the home page including the skill authentication test questions, which is read from said storage unit;

storing a customer test answer information that is input into the home page including the skill authentication test questions in said storage unit;

deciding the skill of the customer on the basis of the customer test answer information, and storing the skill authentication result in said storage unit; and

transmitting the customer personal information, the customer test answer information and the skill authentication result that are read from said storage unit.

13.   (Currently Amended) A self-service sales management method, comprising:

displaying a home page of the a test question creation information input screen;

transmitting a screen of test question input information input by [[a]] an operator;

storing a customer personal information, a customer test answer information and the skill authentication result in a storage unit of a shop terminal;

reading the customer personal information, the customer test answer information and the skill authentication result that are stored in an ID card;

rewriting the customer personal information, the customer test answer information and the skill authentication result with the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal upon a rewrite instruction;

comparing the customer personal information, the customer test answer information and the customer skill authentication result from said ID card with the customer personal information, the customer test answer information and the skill authentication result

that are stored in the storage unit of said shop terminal, and outputting the rewrite instruction, if they are unmatched; and

making a guidance on the basis of the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal.

14.   (Previously Presented) A self-service sales management program, embodied in a computer-readable medium, for causing a computer to perform a process, comprising:

creating a skill authentication test questions on the basis of a screen input information;

calculating a skill authentication result on the basis of the customer test answer information for the skill authentication test questions;

transmitting the customer test answer information and the skill authentication result;

creating an ID card for storing the customer test answer information and the skill authentication result; and

making a guidance on the basis of the customer test answer information and the skill authentication result.

15.   (Currently Amended) A self-service sales management program, embodied in a computer-readable medium, for causing a computer to perform a process, comprising:

transmitting a home page of a test question creation information input screen regarding a self-service read from a storage unit;

storing a screen input information input into the home page of the test question creation information input screen regarding the self-service in said storage unit;

creating a home page including skill authentication test questions on the basis of the screen input information;

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transmitting a home page for inputting a personal information of a customer, which is read from said storage unit;

storing a customer personal information input into the home page for inputting the personal information of the customer in said storage unit;

transmitting the home page including the skill authentication test questions, which is read from said storage unit;

storing a customer test answer information that is input into the home page including the skill authentication test questions in said storage unit;

deciding the skill of the customer on the basis of the customer test answer information, and storing the skill authentication result in said storage unit; and

transmitting the customer personal information, the customer test answer information and the skill authentication result that are read from said storage unit.

16.   (Currently Amended) A self-service sales management program, embodied in a computer-readable medium, for causing a computer to perform a process, comprising:

displaying a home page of the test question creation information input screen;

transmitting a screen input information input by [[a]] an operator;

storing the customer personal information, a customer test answer information and a skill authentication result in a storage unit of a shop terminal;

reading the customer personal information, a customer test answer information and a skill authentication result that are stored in an ID card;

rewriting the customer personal information, the customer test answer information and the skill authentication result with the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal upon a rewrite instruction;

comparing the customer personal information, the test answer information and the customer skill authentication result from said ID card with the customer personal

information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal, and outputting the rewrite instruction, if they are unmatched; and

making a guidance on the basis of the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal.

17.   (Previously Presented) A self-service sales management system, comprising:

a skill authentication server; a shop terminal; a customer terminal and a card company server, which are interconnected via a communication network; wherein

said skill authentication server comprises means for creating skill authentication test questions on the basis of a screen input information, calculating a skill authentication result on the basis of a customer test answer information for the skill authentication test questions, and transmitting the customer test answer information and the skill authentication result to said shop terminal and said card company server;

said customer terminal comprises means for transmitting the customer test answer information for the skill authentication test questions to said skill authentication server;

said card company server comprises means for creating an ID card for storing the customer test answer information and the skill authentication result; and

said shop terminal comprises means for transmitting the screen input information to said skill authentication server and means for making a guidance on the basis of the customer test answer information and the skill authentication result that are stored in said ID card.

18.   (Previously Presented) A self-service sales management method, comprising:

a step of creating a skill authentication test questions on the basis of a screen input information;

a step of calculating a skill authentication result on the basis of the customer test answer information for the skill authentication test questions;

a step of transmitting the customer test answer information and the skill authentication result;

a step of creating an ID card for storing the customer test answer information and the skill authentication result; and

a step of making a guidance on the basis of the customer test answer information and the skill authentication result.

19.   (Previously Presented) A self-service sales management program, embodied in a computer-readable medium, for causing a computer to perform a process, comprising:

a step of creating a skill authentication test questions on the basis of a screen input information;

a step of calculating a skill authentication result on the basis of the customer test answer information for the skill authentication test questions;

a step of transmitting the customer test answer information and the skill authentication result;

a step of creating an ID card for storing the customer test answer information and the skill authentication result; and

a step of making a guidance on the basis of the customer test answer information and the skill authentication result.